

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, July 20, 2005

1. CALL TO ORDER

Vice Chair Tony Santare called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Vice Chair Tony Santare, Secretary Betsy Gammell, Commissioner Ray Gaul, Commissioner Bill Schmitz and Commissioner Bob Wood. Absent: Chair Sandré Swanson and Commissioner Jane Sullwold. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of June 15, 2005

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

4. ORAL REPORTS

4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional reported that the annual Chuck Corica Golf Complex "Demo Day" was held on July 16, 2004. Approximately \$23,000 in sales were reported not counting items sold out of stock. Eleven vendors participated in the event and it was huge success. The vendors need to be booked about six months ahead of time. It was mentioned that the straps on the pull carts need replacing. A compliment was given to Golf Course starter Tommy Nickerson for exemplary customer service.

4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager reported that the Jack Clark Course was aerated last

week and is healing well. The staff gave out two-for-one coupon, to tournament groups inconvenienced by the work being done, which seemed to make the situation better. The area of the new practice putting green has been outlined and a survey of the underground utilities will be done this week to eliminate any line breakage during the irrigation trenching. The tree has been removed on #1 of the Mif Albright Course for the new hole and the new green on the new #3 hole was mowed out. The practice area will be opened as soon as possible and Alameda Power and Telecom has been called to come out and redirect the lights. The Jack Clark Course irrigation pump's motor broke and has been repaired. The course suffered minor damage during the replacement period. A problem also occurred with the Earl Fry Course pump and the repairs are being done. The new City Manager, Debra Kurita is scheduled to begin on August 1 and is scheduling meetings with the various departments over the next few months. The General Manager, Chair Swanson, and Commissioner Schmitz have scheduled a meeting with the Mayor, New City Manager, and Assistant City Manager on August 16, 2005 to discuss the new clubhouse project. The General Manager complimented the Junior Golf Club on their organization running the tournaments. The club has partnered with Junior Golf Resources to have the Junior Pro Shop open on tournament play days to distribute the golf equipment. The City Manager received a letter from Legends and Heroes requesting a meeting to discuss their contract. The comment was made that Legends and Heroes does not open the snack shack on #9 of the Earl Fry Course until 9:30 am or 10:00 am and it should be opened earlier. The question was raised whether the dead trees on #13 of the Earl Fry Course have been removed yet. The General Manager stated that they have not been removed yet. The suggestion was made to replace the garbage cans at the snack shack. The General Manager stated that they have been replaced and the restrooms were power washed. The General Manager also mentioned that he would be on vacation starting tomorrow and returning on Monday, August 1.

4-D Beautification Program by Mrs. Norma Arnerich.

No report given.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Secretary Gammell.

Secretary Gammell gave an overview of the current marketing and promotions. The promotions include the Silver Club Senior Package, Early Bird Package, Friday Monthly Ticket rate, Kids Play Free with a paid Adult, \$25 Late Twilight rate, Two for One Green Fees for Affiliate Clubs and Discounted Range Balls (morning & evening). Advertising includes the new web site www.golfinalameda.com, an ad at SBC Park for

the Giants games, Japan Telephone Guide Web Site, Golf 707 Internet Specials and the Senior Golf Club upstart. The question was raised whether a newspaper ad would be a good idea. The General Manager stated that the newspaper ads are very expensive. The question was raised regarding updating the web site. The General Manager replied that the site designer, Infolane, is currently managing the web site. The staff needs to get training from the company to manage the site in-house. The suggestion was made to continue to update the website and use it for advertising because it will save money and people will use it look for specials and information.

5-B Golf Complex Financial Report, Commissioner Gaul

Commissioner Gaul prepared a report outlining the complimentary pass play at the Complex for fiscal year 2004/2005. Commissioner Gaul questioned why the PGA/LPGA rounds averaged approximately 249 per month. The Head Golf Professional stated that the starters use that sku code for all of the promotions. The Head Golf Professional will set up new sku numbers for the promotions to better track the pass play. The Head Golf Professional will also do a report on how many rounds were booked through Golf 707 for the last fiscal year.

5-C Men's and Senior Club Liaison, Vice Chair Santare.

Vice Chair Santare reported that he was unable to attend the Senior Golf Club meeting this month but will be sure to attend both the Alameda Golf Club and the Senior Club meetings next month and report on both.

5-D New Clubhouse Project, Commissioner Schmitz.

Commissioner Schmitz reported that the clubhouse project is moving forward. Commissioner Schmitz will be representing the Golf Commission at the meeting with the Mayor, City Manager and Assistant City Manager on August 16, 2005. The hope is to have the financial report by John Ritchie completed for the meeting as well as a preliminary soil report for the Chuck Corica Golf Complex site. It was stated that there are areas on the golf courses where the soil is very poor. Commissioner Wood stated that the soil is generally bored and tested when the footprint of building is laid out and the weight bearing areas are designated.

5-E Maintenance, Buildings, Security, Albright Course and Driving Range, Commissioner Sullwold.

Secretary Gammell gave Commissioner Sullwold's report in her absence. She reported that there are no security issues to report although there was an incident at the Driving Range when a customer's ball struck the canopy

and it hit another customer. The injured party requested 911 be called and was taken to the hospital.

5-F City Council and Government Liaison, Chair Swanson.

No report due to absence.

5-G Front Entrance Beautification Project, Commissioner Wood.

Commissioner Wood reported that he and the General Manager toured the fire tower recently and it seemed reasonably clean. The Fire Department still has items stored in the building. The doublewide trailer adjacent to the building appears to be easily removed and possibly sold for salvage. There are no interior walls inside the structure so you can see the studs and construction of the walls. Commissioner Wood also made a presentation to the Alameda Golf Club outlining his plans for the structure. It has been determined that the building will not be habitable and only stand as a monument. Commissioner Wood met with Greg McFann of the City of Alameda's Planning Department and Mr. McFann is going to research what needs to be done to repair the structure.

5-H Golf Complex Restaurant Report, Legends & Heroes.

None to report.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

None to report.

7. OLD BUSINESS

None to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for June 2005 of \$16,638. The year-to-date total is \$156,825 for the fiscal year 2004/2005 to the General Fund.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:55 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.